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## CreateAthon Application

2014

### GENERAL INFORMATION:

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

### ORGANIZATION INFORMATION:

Description of Organization's Mission: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Organization's Web Address: \_\_\_\_\_

Is your organization listed as a 501(c)3?    Yes    No

What year was your organization founded? \_\_\_\_\_

Where is your organization headquartered? \_\_\_\_\_

What is your geographic service area? \_\_\_\_\_

\_\_\_\_\_

Is your organization currently working with any marketing/advertising agency?    Yes    No

If yes, what agency is your organization working with? \_\_\_\_\_

What is your organization's annual marketing budget? \_\_\_\_\_



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## MARKETING NEEDS:

Please use this space to describe one or more marketing projects that you feel may be a good fit for the CreateAthon event:

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## COMMITMENT AGREEMENT:

Through our participation in past CreateAthon events, we've learned that the success of the event heavily depends on a mutual commitment between The EGC Group and participating organizations. The EGC Group commits to dedicating 24 hours to crafting a marketing project with your input, designing the creative element(s) for that project, and securing as much donated media and/or production services as possible. However, we can't make that happen without your help.

We ask that, if selected to participate, you commit to the following:

- I am available to answer any questions that The EGC Group may have in reference to this application.
- Representatives from my organization will be available to meet with The EGC Group for a planning meeting sometime in October. This representative(s) must have the authority to make marketing decisions.
- My organization will provide all digital assets (including logo, photos, copy, etc.) in a timely manner when requested by The EGC Group.
- Representatives from my organization will make a good faith effort to attend any media events and press conferences.
- At least one representative from my organization will be available to be at The EGC Group office in Melville throughout the entire CreateAthon event – from 8am on Thursday, October 23, 2014 and 8am Friday, October 24, 2014 at the request of The EGC Group. This representative(s) will attend the reception, will review our work, and must have the authority to make marketing decisions.



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Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_